

Unclassified Staff - 98117

Educational Communications Board/Wisconsin Public Television

Working Title: Corporate Development Representative

Position Summary

The Corporate Development Representative is responsible for securing funding in support of programming on Wisconsin Public Television (WPT) and other activities such as local production, WPT Focus Funds, expos, and events. This development and sales professional works primarily with the corporate community to grow support for WPT's activities while stewarding relationships with all WPT donors and key constituents. The position reports to the corporate giving manager, and closely collaborates with the department's unit manager, other corporate development representatives at WPT and Wisconsin Public Radio, and the sponsorship video producer.

Goals and Worker Activities

40% A. Grow Underwriting Support

- A1. Secure corporate underwriting for acquired and locally-produced programming on WPT, wpt.org, and other station-related projects.
- A2. Research company brands, products, services, and philanthropic priorities to find alignment with WPT / PBS programming, audience, and community impact.
- A3. Arrange, prepare for, and make client-facing presentations that exhibit the business and philanthropic value of corporate underwriting.
- A4. Develop effective multi-platform proposals that integrate qualitative and quantitative components.
- A5. Make asks and close new and renewed underwriting agreements.
- A6. Acquire in-depth knowledge of WPT / PBS broadcast schedule.
- A7. Prioritize opportunities to meet department goals.

20% B. Grow Project Funding, Gifts to WPT Focus Funds, and Event/Expo Sponsorships

- B1. Secure corporate funding for the costs associated with locally-produced programming on WPT, wpt.org, and other station-related projects.
- B2. Secure corporate sponsorships for WPT events, Quilt Expo, Garden Expo, and other fundraising activities.
- B3. Secure corporate gifts to support the work of WPT Education.

B4. Secure unrestricted corporate gifts to the WPT Focus Funds.

B5. Research company brands and philanthropic priorities to find alignment with WPT's projects, events, and community impact.

B6. Arrange, prepare for, and make client-facing presentations that exhibit the business and philanthropic value of supporting WPT's projects and events.

B7. Develop effective multi-platform proposals that integrate qualitative and quantitative components.

B8. Make asks and close new and renewed sponsorship agreements.

B9. Acquire in-depth knowledge of WPT's local production pipeline, expos, events, and the work of WPT Education and community engagement teams.

B10. Prioritize opportunities to meet department goals.

20% C. Account Management and Stewardship

C1. Organize and maintain client records utilizing contact management software.

C2. Regularly summarize and report significant client information.

C3. Actively steward corporate donors and prospects, further engaging supporters with WPT's work and impact.

C4. Work with unit manager to ensure accurate and appropriate recognition of corporate support.

C5. Support unit managers in developing and distributing proof of performance summaries for WPT projects.

20% D. Other Duties

D1. Collaborate with corporate underwriters (or agency), unit manager, and sponsorship video producer to develop non-commercial on-air sponsorship messages and broadcast schedules that recognize corporate support.

D2. Attend WPT events and expos to represent the station, thank supporters, and build prospect relationships with vendors and guests.

D3. Attend WPT department meetings.

D4. Other duties as assigned.

Knowledge, Skills, and Abilities Required

1. Demonstrated experience in setting and meeting corporate sales and/or fundraising goals in a client services, sales, or marketing intensive environment.
2. Familiarity with development principles, ethics, and standards.
3. Persuasive in oral and written communications with wide range of corporate clients and other sales contacts.
4. Ability to identify corporate giving and marketing priorities in order to build successful proposals.
5. Ability to analyze, interpret, and use data in a compelling way.
6. Familiarity with Wisconsin-based and territory-specific businesses.
7. Assimilate and effectively communicate a broad range of development and programmatic initiatives.
8. Ensure corporate underwriters' logos, scripts, and other necessary creative elements are available to produce the on-air sponsorship messages (spot), all meeting FCC non-commercial guidelines.
9. Availability to travel throughout Wisconsin to conduct site visits and meet with corporate supporters and prospects.
10. Computer skills including familiarity and comfort using contact management software.
11. Plan long-range strategy that combines station programming and sponsors' goals.
12. An evolving knowledge of station and Friends of Wisconsin Public Television priorities; local productions, projects, and events.
13. An understanding of the Wisconsin business environment.
14. Knowledge of basic journalistic editorial principles, ethics, and standards.
15. Ability to relate to a diverse range of people and perspectives.

Special Requirements

1. Exhibit a strong commitment to the mission and goals of public broadcasting.
2. Ability to work some evenings, weekends, and occasional overnight travel as projects and assignments require.